

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

June 1, 1998

RJR Account #«SIS»

«NAME»

«ACCOUNT»

ATTACHMENT: STEP 7 DIRECT ACCOUNT CUSTOMER LETTER

JULY: WINSTON \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

Dear «GREETING»:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as **«SKUS»** SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. (Note: *This is not 'pre-sleeved' product.*) **«COMMENTS»** All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
«STYLE1»	Winston Box	12300-25379
«STYLE2»	Winston Light Box	12300-25380
«STYLE1»	Winston Ultra Lt Box	12300-25381

«PO»

Product / Premium Arrival: **June «SHIPDATE», 1998**

Ship Date to Retail: **Week of: July 13, 1998**

Displays (Item #542810)

<u>SKU CUBE:</u>	1.6113
<u>SKU WT (w/o Product):</u>	3.2200 lbs
<u>Retail Sales Offer per Sku:</u>	20 units
<u>Billing per Sku:</u>	4 Cartons
<u>EFT \$ Amount:</u>	\$«EFT»

PARTNERS 'BONUS' REPORTING DESCRIPTION

WIN_JUL_1/2_PKS

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\$1.00 Off 2-Pack Tear Tape

«ACCOUNT»

ATTACHMENT: STEP 7 (Cont'd)

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:

2 Cartons: *Winston Light*

1 Carton: *Winston Box*

1 Carton: *Winston Ultra Lt Box*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

Refer to enclosed 'Wholesaler Packing Instructions' for Display Load

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per promoted 6M case for all displays packed and shipped to retail on a timely basis. This equates to \$«PYMT» («CASES» (6M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: «CC»

L. E. MacWilliams

Encl: Retail Customer List

Wholesaler Packing Instructions

Winston Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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PACKING PAYMENT VOUCHER REQUEST FORM

ATTACHMENT	JULY: WINSTON \$1.00 OFF 2-PACKS / PROMOTION #800750								
STEP 8	BRAND STYLES (6M): WINSTON BOX / WINSTON LT BOX / WINSTON ULT LT BOX (PRODUCT IS <u>NOT</u> PRE-SLEEVED)								
<p>**NOTE: THE DIFFERENCE BETWEEN NUMBER OF DISPLAYS ORDERED TO DIRECT ACCOUNT AND NUMBER OF DISPLAYS TO BE SHIPPED TO RETAIL (ON TEMPLATE), REPRESENTS EXTRA NUMBER OF DISPLAYS.</p> <p>RJR MANAGER TO ENSURE DISTRIBUTION OF ANY EXTRA DISPLAYS TO APPROPRIATE ACCOUNTS.</p> <p>VOUCHERS FOR PACKING PAYMENTS WILL BE MAILED TO EITHER RJR MANAGER OR DIRECT ACCOUNT (AS INDICATED)</p> <p>2 WEEKS AFTER PROMOTION RETAIL DISTRIBUTION DATE. ADVISE JUDY IF PAYMENT DISTRIBUTION SHOULD BE CHANGED OR IF RETAIL DISTRIBUTION WAS NOT COMPLETED BY DIRECT ACCOUNT.</p>									
DIV	SIS#	ACCOUNT NAME	TOTAL NUMBER OF DISPLAYS SHIPPED TO DIRECT ACCOUNT	NO. OF DISPLAYS ON TEMPLATE (ENSURE EXTRA DISPLAYS ARE USED FOR RJR ACCTS)	TOTAL #/ 6M CASES NEEDED TO PACK PROMOTION	PACKING PAYMENT (\$14 Per 6M Promoted Case)	(X) INDICATES PAYMENT DISTRIBUTION	SHIP DATE TO VAP RETAIL ACCTS: 7/13/98	VOUCHER # (For ROU Use Only)
K. JURGENSEN									Voucher #
1626	154180	DERIGO SALES (Includes F. Colucci)	150	128	20	\$280.00	<input checked="" type="checkbox"/> MGR/ <input type="checkbox"/> ACCT	SHIPPED: (Y / N)	Voucher #
1626	154180	DERIGO / FOR W.FARMS	240	208	32	\$448.00	<input checked="" type="checkbox"/> MGR/ <input type="checkbox"/> ACCT	SHIPPED: (Y / N)	Voucher #
1626	336660	E.P. KIRST & SONS	120	119	16	\$224.00	<input checked="" type="checkbox"/> MGR/ <input type="checkbox"/> ACCT	SHIPPED: (Y / N)	Voucher #
1626	044880	A.D. BEDELL	30	30	4	\$56.00	<input checked="" type="checkbox"/> MGR/ <input type="checkbox"/> ACCT	SHIPPED: (Y / N)	Voucher #
1626	026040	M. ATTEA (Includes Shosho & Kern)	60	45	8	\$112.00	<input checked="" type="checkbox"/> MGR/ <input type="checkbox"/> ACCT	SHIPPED: (Y / N)	Voucher #
1626	081120	BUFFALO TOBACCO PROD	30	30	4	\$56.00	<input checked="" type="checkbox"/> MGR/ <input type="checkbox"/> ACCT	SHIPPED: (Y / N)	Voucher #
1626	476520	OLEAN WHOLESALE	30	30	4	\$56.00	<input checked="" type="checkbox"/> MGR/ <input type="checkbox"/> ACCT	SHIPPED: (Y / N)	Voucher #

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